ART IN YOUR LIFE

A regular Museum Television Program created and produced by

THE SAN FRANCISCO MUSEUM OF ART
Dr. Grace L. McCann Morley, Director

PROGRAM NO. 23

"GOOD DESIGN IN YOUR HOME"

Station KRON-TV, San Francisco
Sunday, June 8, 1952
1:30-2:00 p.m. PST

Cast

Allon Schoener.....Host

Maurice Sands.....Guest

Kathleen Kildow.....Guest

Vern Wilson.....Guest

This program was prepared in collaboration by the following people:
Allon Schoener, George Oliver, Denver Sutton, Maurice Sands,
Kathleen Kildow

Film used on this program:

Botticelli's "Birth of Venus" - Masterpiece of the Past
by Denver Sutton

Properties

Courtesy of Maurice Sands, Flax's Artist Supply,
Rental Gallery of the San Francisco Museum of Art

SAN FRANCISCO MUSEUM OF ART

VIDEO	AUDIO
OPENING	TIME: 1:30:00
	SCHOENER:
Long shot of Schoener standing alongside pile of furniture, then dolly in to CU of furniture	Good afternoon, all of us are constantly interested in better and more attractive ways to decorate our homes. The secret of having a well designed home is careful selection. On today's program, we are going to take this pile of furniture and by careful selection and arrangement convert it into a comfortable and attractive room setting.
Cut To Med CU of Schoener	To help us, we have a prominent San Francisco interior designer, who will explain how the professional arranges and furnishes a home..... .....And now, your announcer.....
PROGRAM IDENTIFICATION	TIME: 1:30:30
	MUSIC:
Continue Film: Standard Opener	Up for 5 sec. and under. RSLP-36-A-1
	KRON ANNOUNCER:
ART IN YOUR LIFE	This is ART IN YOUR LIFE a public service program, broadcast every other Sunday at this time and presented by
THE SAN FRANCISCO MUSEUM OF ART	THE SAN FRANCISCO MUSEUM OF ART

VIDEO	AUDIO
	KRON ANNOUNCER: (Cont.)
	as a report on art activity today and a search for better understanding of the elements of beauty and good taste as they apply to your daily life.
	Today's program is devoted to:
Slide: GOOD DESIGN IN YOUR HOME	GOOD DESIGN IN YOUR HOME
	MUSIC:
	Up for 5 sec. and under. RSLP-36-A-1
	KRON ANNOUNCER:
	And now back to your host, Allon Schoener,

INTRODUCTION TIME:1:31:15

Scene: Interior designer's office	SCHOENER:
	We all have our own ideas about interior decoration,.....
	.....
Med CU of Schoener	In order to get the professional approach to decorating a room, we have invited a prominent San Francisco interior designer to be with us.
Pan over to Sands	He is Mr. Maurice Sands.
	Good afternoon, we have asked you to be with us today, because we wants to know what an interior designer does
	SANDS:
Tight CU of Sands talking to camera	Answers.....
	.....

VIDEO	AUDIO
	SCHOENER:
	Maurice, are there any well known interiors that you have designed?
	SANDS:
	Answers.....
Cut to Tight CU of photos held in hand	(Uses examples illustrated with photographs)
	SCHOENER:
	Do you need any special background or qualifications to be an interior designer?
	SANDS:
	Answers.....
	.....
	SCHOENER:
	Most artists have special tools that they work with, like the painter with his brushes, or the sculptor with his chisels, are there any special tools that you use?
	SANDS:
Tight CU of Sands talking to camera	Perhaps you would not call them tools, but there are many things that we work with, among them all of these fabrics materials, etc.
Cut to Tight CU of swatches in hand	(Pulls out great stacks of swatches)
	Continues to answer.....
	.....

VIDEO	AUDIO
	SCHOENER:
	In terms of using all of these materials, are there any special rules that are important to remember?
	SANDS:
Tight CU of Sands talking to camera	Yes, it is important to recognize that in designing a roo you should think of two basic sections that you are working with, the background, and the mobile elements. Explains background and mobile elements in detail.....
	.....
	SCHOENER:
	Just out of curiosity, I would like to see what kind of a room you would design for a bachelor.
	SANDS:
	First of all, I would have to know something about the personality and living habits of the single man.
	SCHOENER:
	Describes living habits etc.....
	SANDS:
	Let's design a bachelor living room.....
Tight CU of drawing as Sands sketches	(Begins to sketch out a plan) and explains.....
	.....
	SCHOENER:
	Now, that we have seen the plan for a bachelor living room, I am certain that you will want to see what the roo itself will look like. After a brief announcement about exhibitions at the San Francisco Museum of Art, we will see the room that Maurice Sands has designed.

VIDEO	AUDIO

MATISSE EXHIBITION ANNOUNCEMENT TIME:

Start Film: Matisse Exhibit Annon. Time: 55 sec.	KRON ANNOUNCER: This is just a reminder.
	Among the current exhibitions at the SAN FRANCISCO MUSEUM
THE SAN FRANCISCO MUSEUM OF ART	OF ART, there's one that you won't want to miss.
HENRI MATISSE	It's the HENRI MATISSE EXHIBITION
	Henri Matisse is recognized as one of the masters of 20th
	Century art, and from all parts of Europe and America,
PAINTINGS, SCULPTURE AND DRAWINGS	200 paintings, sculpture and drawings have been assembled
MAY THRU JULY 6	for this important exhibition which continues until July 6.
	Admission is 50 cents; 25 cents for students and Museum
	Members are admitted free.
MUSEUM HOURS	The Museum is open daily from noon until ten in the
	evening and from one to five on Sundays.
THE SAN FRANCISCO MUSEUM OF ART	THE SAN FRANCISCO MUSEUM OF ART is located at the corner of
	Van Ness and McAllister in the War Memorial Building in
WAR MEMORIAL CIVIC CENTER	the Civic Center.
	Don't fail to see the HENRI MATISSE EXHIBITION
	And now, back to Allon Schoener and Maurice Sands.

INTERIOR DESIGN ARRANGEMENT TIME:

SCENE: Empty Set Open with long shot of pile of furniture and slowly dolly in to med shot	SCHOENER: Maurice, I see that you have collected a pile of furniture
	over here. Are these the things that you are going to put
Cut to Med CU of Schoener	in the room?
	SANDS:
Pan over to Sands	Answers and refers to plan.....
	.....

VIDEO

AUDIO

Furniture Arrangement Routine

Use one camera for a cover shot of entire scene, giving a picture of entire room as it is arranged. Use other camera for Med CU of Sands and Schoener and furniture used in setting.

1. Sands will call for a piece of furniture.
2. Piece of furniture will be brought on to set and located in position by Sands.
3. Sands and Schoener will discuss.
4. If change is to be made, Sands will request that piece be taken out and another substituted.

SCHOENER:

Working in an art museum, I am very conscious of works of art, and I certainly want to have paintings on the walls. Where would you hang paintings in this room?

SANDS:

First of all, I think that I would ask whether you were going to use an original or a reproduction.

SCHOENER:

Answers stating objections to use of reproductions .....

.....

SANDS:

Tight CU of Sands talking to camera

Actually, the most important thing about hanging a painting is the frame.....

Cut to Tight CU of painting in ornate frame and hold until simple frame is placed on painting.

Demonstrates the difference between simple and ornate frames on same painting.....

SCHOENER:

Do you ever choose a painting for a particular setting?

SANDS:

Answers, and demonstrates by placing painting on several different backgrounds.....

VIDEO	AUDEO
	SCHOENER:
Camera on Schoener	Well, now that you have satisfied my taste, I just wonder what a woman would have to say about this arrangement. So I have invited a friend of mine, Kathy Kildow, to give us the woman's opinion of your setting. Kathy, what do you think of this room?
	KATHY:
Camera on Kathy	Expresses her opinion on room and suggests modifications..
	.....
	SANDS:
	Well, let's arrange the room to suit your taste.....
	.....
	Repeat procedure of taking furniture in and out of room, piece by piece, as before.
	SANDS, SCHOENER, AND KATHY:
	All discuss furnishings as they move them in and out.....
	.....
	KATHY:
	You have mostly modern pieces here, is there any reason why I could not have a piece of traditional furniture if I wanted it?
	SANDS:
	Answers and demonstrates.....
	.....
	SCHOENER:
	Now, does the arrangement suit your taste, Kathy?
	KATHY:
	Answers.....

VIDEO | AUDIO

SUMMARY | TIME:

SCHOENER:

Now, that we have had you design a room for a single man or woman, Maurice, are there any rules of thumb that you could suggest that we remember when we decorate our own homes?

SANDS:

Tight CU of Sands talking to camera

Answers.....

1. Good design is common sense and suitability

2. Self-expression, your house should look like you.

SCHOENER:

Well, that certainly gives us some ideas to think about the next time that we start moving furniture around the house on Sunday morning.....

I see that our announcer Vern Wilson is ready to tell you an exciting contest that we have organized for our viewers. So let's listen to Vern briefly before we see our Masterpiece of the Past for today. Go ahead Vern.

MUSEUM ANNOUNCEMENT

VIDEO | AUDIO

MASTERPIECE OF THE PAST | TIME:

SCHOENER:

Group shot of all three

We were talking about how to hang paintings before, and there are some paintings that just belong in Museum s. One wonderful painting that I always feel belongs in a Museum is Botticelli's "Birth of Venus". One reason that I feel that it belongs in a Museum is due to the fact that it is so large. It is nearly 10 feet long, and you would find few houses that would accommodate this large painting. Also, I feel that it is so beautiful that no one person deserves to own it; therefore, it should be in a public place like a museum. But now let's look at our Masterpiece of the Past for today.

Start Film:
Masterpiece of the Past
Botticelli Film
Time:

NARRATION:

.....

MUSIC:

SCHOENER:

Of all the paintings that I have ever seen, I really think that this one is among the most beautiful. Now it is in the galleries of the UFFIZI Museum in Florence, Italy.

SANDS AND KATHY:

Comment.....

SCHOENER:

Tight CU of Schoener signing off

Thanks Sands and Kathy and makes concluding remarks

CLOSING

KRON ANNOUNCER:

Start Film:
Standard Closing

We hope that you got some new ideas on how to arrange and

VIDEO	AUDIO
	KRON ANNOUNCER: (Cont.)
	and select furnishings for your home on today's ART IN YOUR LIFE program. Your host was Allon Schoener of the Museum Curatorial Staff and announcements were made by Vern Wilson.
TWO WEEKS FROM TODAY	Our next program two weeks from today at this same time 1:30 p.m., will be
Slide: The Photographer's Eye Superimpose slide Mogritte's "The Eye"	THE PHOTOGRAPHER'S EYE We will present Imogene Cunningham, the noted photographer, at work on a photographic essay devoted to blind sculptors.
ART IN YOUR LIFE	ART IN YOUR LIFE is presented by the SAN FRANCISCO MUSEUM OF ART as a public service program, designed to increase the
SAN FRANCISCO MUSEUM OF ART	appreciation of art in the daily life of everyone.
	MUSIC: Hp RSLP-36-A-4